



Housing LIN

Connecting people, ideas and resources

2018

Our

People, Partners & Projects



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Jeremy Porteus' Update

The Housing LIN had a remarkable 2018.

In our first annual review we capture how we have gone from strength to strength, creating a small dedicated team of seven people based in London and Bristol, who support our many national and regional activities and curate our online resources.

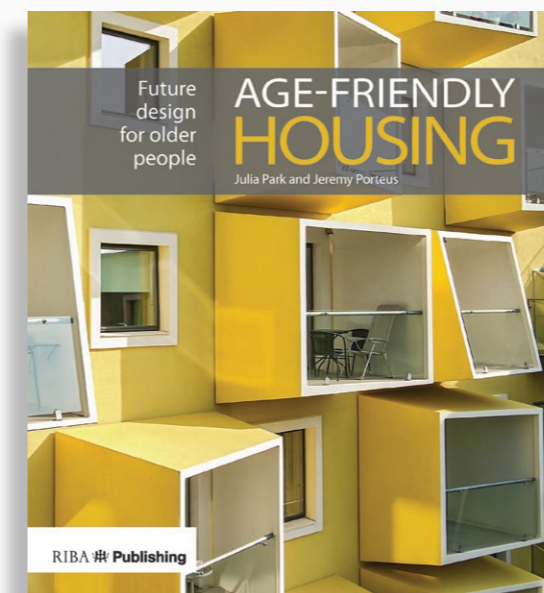
The 2018 annual conference

The seventh Housing LIN Conference, our sector showcase, took place at the KIA Oval, London in March. Such was the interest that all 300 places for 'Housing for All Ages' went in the first two hours.

Key speakers included **Helen Hayes MP** outlining the Housing, Communities and Local Government select committee's report on the need for a housing strategy for older people; **Professor Jeremy Myerson** from the Oxford Institute of Population Ageing talking about the role of quality design; and **Geeta Nanda**, chief executive of Metropolitan Thames Valley, who gave an inspiring talk on the role of sector leadership in meeting customers' needs and aspirations.

An international flavour was injected by **Dr Bill Thomas** from The Green House Project, an American project pioneering collaborative living.

Age-Friendly Housing report: Future design for older people



This RIBA publication, co-written by **Julia Park** of Levitt Bernstein Architects and myself, raises the bar for the design of housing for an ageing population and features the latest thinking and examples of mainstream and specialist accommodation with older people in mind.

Emphasising the importance of anticipating the needs and aspirations of the next generation of older people - and what this implies for our communities, towns and cities - our book shows how well-designed buildings can support the provision of care and support independence and wellbeing while providing companionship and stimulation.

"The Housing LIN Conference is one of those events that just can't be missed. If you work in the industry, you'll understand how important it is."

ED WARNER, MOTIONSPOT LTD



HAPPI 4 Rural Housing for an Ageing Population: Preserving Independence

The Housing LIN has had a key role supporting each of the previous three inquiries by the All-Party Parliamentary Group for Housing and Care for Older People (APPG). It was no different when the APPG conducted its fourth inquiry, focussing on the particular housing needs and challenges of older people living in rural areas.

The report suggested an adaptation of the HAPPI principles when designing new homes for older people in rural areas, noting that new housing could preserve independence for older people and save NHS and social care funds. All the HAPPI reports can be found on the [Housing LIN's Design Hub](#).



The Housing LIN's evidence to the MHCLG select committee on housing for older people

When the select committee published its report on older people's housing in early 2018 it called on ministers to develop a strategy.

In my oral evidence, I highlighted the need for more information and advice for older people thinking about their future and a general shortfall of around 400,000 units of age-appropriate housing. A copy of our written submission can be accessed at:

[Housing LIN Select Committee Written Evidence](#).

Spotlight on Extra Care Housing videos



By raising £40,000 through crowd-funding we were able to launch a series of YouTube videos under the banner 'Spotlight on Extra Care', combining personal stories from residents with a professional perspective on the housing model. View at: [Spotlight on Extra Care](#).



Our ambition is to be the UK's 'go to' practitioner network for sector innovation and improvement.

Underpinning your progress

The Housing LIN has developed a much sought-after consultancy service.

Founded on our learning and improvement ethos, we have undertaken influential work for the Local Government Association, the National Housing Federation and a range of commissioning authorities and operators. We feature these on page 8.

Meanwhile, we've kicked off 2019 as we mean to go on – by touring the country a lot more. This year's March annual conference in Birmingham was again very successful.

We have also recently extended our presence into Scotland, developing a similar networking approach as with Housing LIN Cymru. We were delighted that **Helena Herklots**, the new Older Person's Commissioner for Wales was our keynote speaker at our Welsh symposium last November. She has since published her strategy to make Wales the best place in the world to grow older.

Our ambition is to be the UK's 'go to' practitioner network for sector innovation and improvement and to influence the housing and care market for older people and people with long term conditions.

We also want to grow our services and enable you to connect more effectively, engage with us and be involved in our national and regional programmes. Building on our reputation for high quality advice and assistance, we will also strengthen the intelligence and insight we offer our sponsors and strategic partners providing commercial & business information to help them transform their services (see examples of our consultancy activities on page 9).

However, none of our activities would be possible without the sponsorship we receive each year. We are very grateful to all our sponsors for their generous support. You can find a full list of our sponsors on pages 14-15.

JEREMY PORTEUS, CHIEF EXECUTIVE

@HousingLIN

Our membership

25,000

New members
2018-19

1749

Membership increase in 2017-18 **+12%**

Event attendees

1270

Weekly bulletin reach

25,000

21

Events managed

22

Other events co-branded

Guest blogs

52

Website unique
visitors

106,000

Top 5 topic areas
by visitor

Extra Care Housing

Learning Disabilities

Design Hub

Housing & Dementia

Sight Loss, Home And Built Environment

Studies, reports
& videos

43

Spotlight on Extra Care
YouTube views

7800

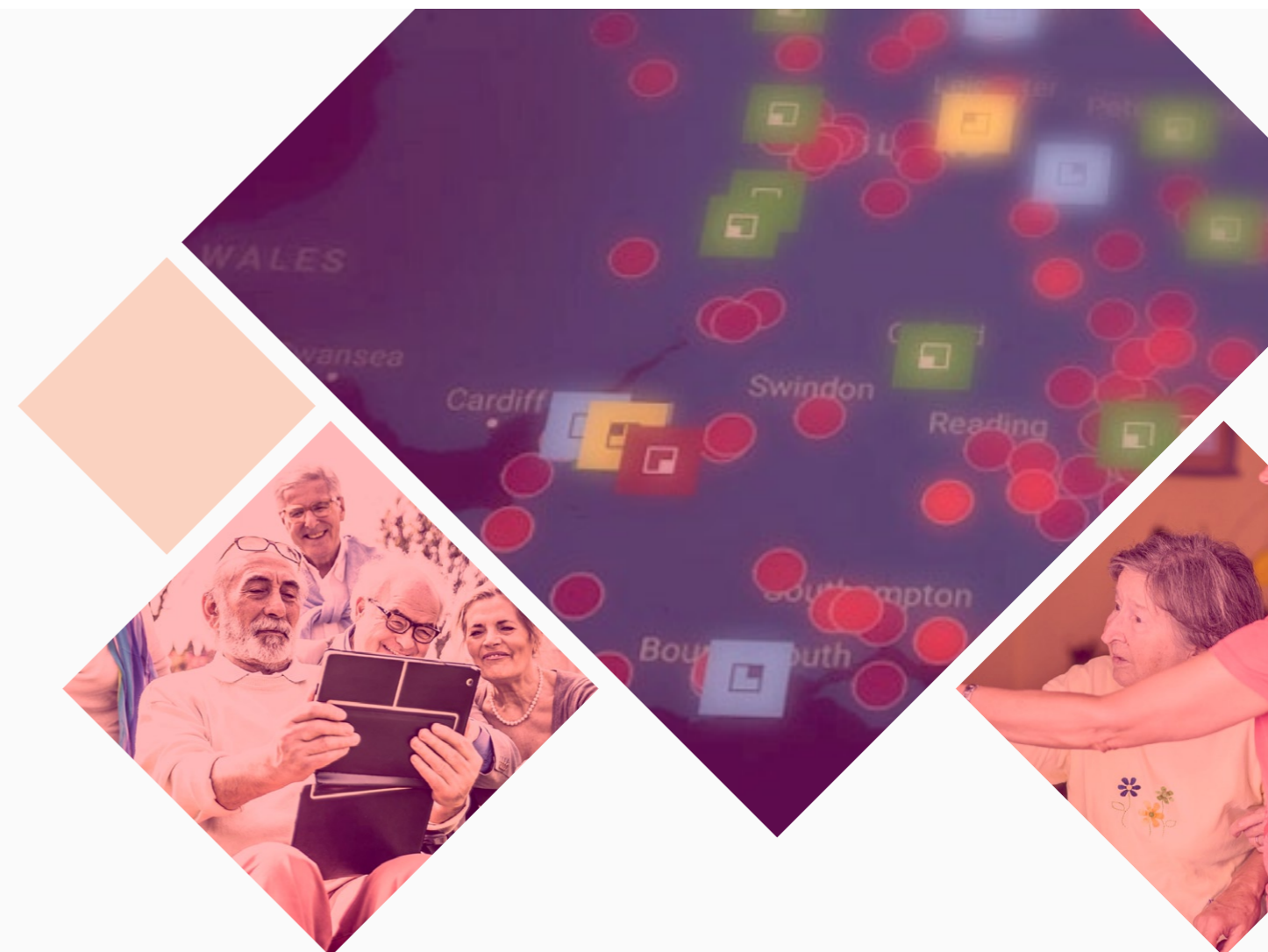
Clare Skidmore's Update:

Influencing and networking

As the influencing and networking lead for the Housing LIN, 2018 has been a busy and varied year for me. Our small but growing team in 2018 has helped strengthen our output in a variety of ways: our capacity to communicate with members, our impact, and our profile as a leading centre of excellence in housing and care across all ages.

Highlights have included:

- 🏠 Invitations to 10 Downing Street, Cardiff and Holyrood; and opportunities to work with key partners across England, Scotland and Wales to inform important regional agenda, including that of the Greater Manchester Health and Social Care Partnership.
- 🏠 An online 'home from hospital' map, developed with Foundations UK, showcasing where housing organisations are providing targeted support to get people home from (or prevent admission to) hospital. [Home from Hospital Tool](#)
- 🏠 A focus on housing inequalities faced by older people from Black and Minority Ethnic backgrounds, culminating in the publication of an important review of the evidence, commissioned by the Housing LIN and the Race Equality Foundation. [Housing and the older ethnic minority population in England](#)
- 🏠 A 'Grand Challenge on Ageing' event exploring future housing solutions to support healthy ageing. Hosted by the Department of Health and Social Care and the Department for Business, Innovation and Skills, and chaired by the Housing LIN, the discussion resulted in a well-received report. [Innovative Housing Models for an Ageing Population](#)
- 🏠 A report exploring the reasons for the relatively slow progress of technology and digital in housing and care, and identifying some hopeful pointers for the future. [Technology and Digital Connected Care Services: Towards the tipping point?](#)



- 🏠 A successful programme of regional events and roundtable discussions across our networks, with a diverse range of speakers and topics, enabling members to learn, explore, and interrogate new ideas, and potential solutions to local challenges. We are very grateful to all of our Regional Chairs, Leads and the many other Housing LIN members and supporters who help to make our regional programme of events possible.
- 🏠 A varied programme of online guest blogs from authors across many disciplines. This has included a number of bloggers reflecting on their own lived experience (good and bad) - an important strand which the Housing LIN will continue in 2019. Visit our blogs page at: [Housing LIN Blogs](#)

As we set out in our look at the year ahead on pages 11-12, we will continue to enhance our regional and online 'innovation lab' approach, to inspire people from across sectors to reach for the highest standards and replicate tried and tested approaches, ultimately supporting better outcomes for people.

CLARE SKIDMORE, STRATEGIC LEAD: INFLUENCING AND NETWORKS

 [@SkidmoreClare](#)

The sheer diversity of our research and consultancy activity reflects the Housing LIN's influence across multiple environments.

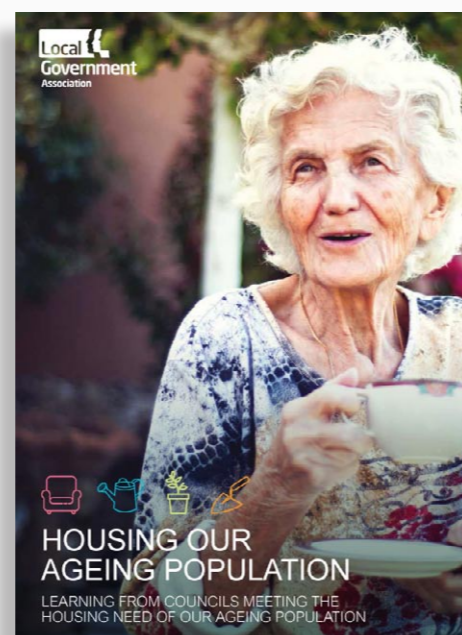


Ian Copeman's Update

Underpinning your progress

We can look back on 2018 as the year that the Housing LIN's research and consultancy services became successfully established.

Encouraged by our stakeholders, we provided a comprehensive service to commissioners and providers operating in the older people's and supported housing sectors. We worked with numerous local authorities; for example, through the [Local Government Association's Housing Advisor Programme](#), undertaking market analysis, demand assessment and supporting the development and implementation of practical delivery programmes to widen housing choices for older citizens.



We have also worked continuously over the last year with social landlords, large and small in all areas of England and Wales. From strategic reviews of extra care housing, sheltered housing, retirement villages or almshouses to resident engagements, we have provided expert assistance with rethinking and remodelling housing assets and associated services to provide a more relevant and attractive offer to their older and more vulnerable customers.

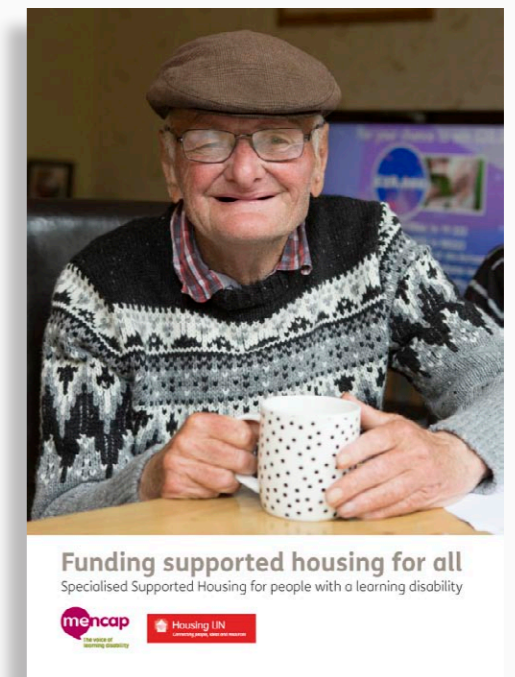
And through our work with NHS England, we have assisted over half a dozen NHS and local authority Transforming Care Partnerships to develop meaningful plans and delivery strategies to support people to move from institutional living to have a home in the community. In addition, we have been asked by many of these local partnerships to support them to better understand the housing requirements of the wider population of people with learning disabilities and facilitate plans to widen their access to housing opportunities.

The sheer diversity of our research and consultancy activity reflects the Housing LIN's influence across multiple environments; including:

Our evaluation of The Guinness Partnership's innovative approach to making their entire business dementia-friendly (see testimonial, page 10).

[Independent Evaluation of The Guinness Partnerships Dementia Project.](#)

Our work for Mencap to research the complex area of funding for specialised supported housing and its role in brokering housing for people with complex needs: [Funding supported housing for all Specialised Supported Housing for people with a learning disability](#), and our work with the charity KeyRing to develop a new financial proof of concept for their innovative approach to community support: [Establishing the financial case for KeyRing.](#)



From our work, it is clear that many housing providers are seeking to address questions about who their future customers will be, what they will want and how best to meet the growing diversity and aspirations of current and future customers' requirements. Answering these questions requires a blended mix of customer intelligence along with hard data analysis to provide clarity and insights to support informed strategic decision making. Drawing on our extensive experience, tools and skills, the Housing LIN is extremely well placed to underpin your progress.

IAN COPEMAN, PRINCIPAL ASSOCIATE: NEW BUSINESS

[@HLINConsult](#)

Guinness Partnership's Testimonial

In 2016, Guinness Partnership embarked on a project around becoming a dementia friendly housing organisation, this was a high priority for us, and we wanted to get it right first time. Very quickly we recognised the value that the Housing LIN were able to bring to the project through its information sharing networks, expert guidance on solutions and wealth of resources available for us to tap into. We worked closely with our customers, listening to what they needed but were also able to suggest innovative solutions, in part due to the involvement with the Housing LIN.

When the project came to an end and our work became business as usual within Guinness Partnership we wanted to ensure that the outcomes were externally evaluated. We knew that we wanted the evaluation to focus on a mix of quantitative and qualitative outcomes and also wanted a clear customer friendly report to share. The Housing LIN were able to deliver this, through their hosting of focus groups, one to one interviews and scrutiny of our outcomes. We got a thorough well written evaluation that accurately reflected what we had done. They also provided us with recommendations for the future, picked out from not only their work with us but their broad understanding of the wider sector. They were willing to allow us the freedom to layout the report as we chose through our internal communications team thus giving us a report that matched the look and feel of Guinness Partnership.

The team at the Housing LIN were professional, accommodating and easy to work with, really going that bit further to help Guinness Partnership on the way to becoming a dementia-friendly organisation.



**WENDY WELLS,
HEAD OF POLICY AND
BUSINESS IMPLEMENTATION,
GUINNESS CARE**



Our key work areas for 2019

In 2019, we will continue to strengthen our member and partner relations, focus our influence and research on essential issues facing the sector, and further develop our consultancy activities, as follows:

Our members

Currently standing at over 25,000 members, in 2017/18 we increased our membership by 12% on the previous year, and in 2019 we fully expect to surpass this rate of growth. This will be supported by a successful programme of regional events, as well as by our continued focus on ensuring the Housing LIN website is the essential online home for all the latest news and analysis for the housing with care, housing and health, and supported housing sectors.

Two particularly exciting areas of development stand out:

- The newly established Housing LIN Scotland network, alongside the flourishing Housing LIN Cymru, both of which will play an increasingly productive role in enabling effective information and knowledge sharing in their respective regions.
- A new programme of work to put a new focus on the next generation of Housing LIN members - supporting young leaders from across housing, health and care to network, access peer support, and develop their skills in multi-disciplinary and partnership working.

Our new business

We expect a growing trend for local authorities and their partners to take a renewed interest in all types of supported and specialist housing; we are currently working for several local authorities and their partners seeking to rejuvenate and set new standards in terms of the quality of housing provision available for people with support needs: from people at risk of homelessness to people requiring highly adapted properties.

We also expect to build on our recent track record of working with local authorities and housing providers in Wales and Scotland in relation to housing market analysis and service review and remodelling; for example, our work with the Greater Manchester Health and Social Care Partnership to assess need for housing for people with learning disabilities and developing an extra care housing resource pack.

Our influence

We confidently expect the Housing LIN's influence and reach to continue to grow. With our unique access both to policy and research expertise, and local practice knowledge and experience, the Housing LIN is ideally placed to support the learning and understanding of all our members, stakeholders and partners.

We will be giving evidence to two different All Party Parliamentary Group sessions at Westminster in May, as well as offering ongoing engagement with DHSC and other key partners on the themes of the adult social care Green Paper. In these and many other ways, the Housing LIN will continue to play an influential role in informing the thinking of the UK's policy makers, shapers and decision makers across housing, health and care.

And on the research front, we are delighted to have teamed up with universities to support different aspects of housing and ageing research into practice. They include:

- University of Bristol's School for Policy Studies' ESRC funded 'Diversity in Care Environments' (DICE) in England and Wales project, and if successful,
- University of Stirling and partners' led bid on 'Scaling up Innovation in Housing with Older People' and
- University of Newcastle's project on 'The Market for Accessible and Adaptable Homes'

Our thought leadership

And finally, we will be offering thought leadership and enabling top class knowledge exchange on a selection of important topics. They include:

- The role of housing in the social care green paper and links with the NHS Long Term Plan
- The housing needs and aspirations of people with learning disabilities
- Making the most of the potential benefits offered by digitally enabled care and housing services
- Inclusive approaches to design and planning, from new housing developments and age-friendly communities, to aids and adaptations, and equipment in the home
- A new, must-read guide to the most essential information about older people's housing. Ten years on from the publication of the much-used 'SHOP' resource, the guide will be refreshed for the 21st century - concise, flexible, and easy to navigate.

Meet the rest of the Team

The 'LIN Crowd'

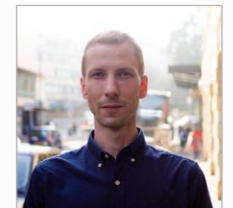
LOIS BEECH

Lois co-ordinates and undertakes research and engagement activities for the Housing LIN and provides project management support. She has experience of working on the Housing LIN's projects for older people's housing and supported housing services. Lois regularly undertakes research and engagement work with older people/disabled people including managing and organising qualitative research including focus groups and surveys. Lois also coordinates the Housing LIN events.



JEROME BILLETER

Jerome joined the Housing LIN in its previous incarnation overseeing the Department of Health's Extra Care Housing Fund and is now responsible for the smooth administrative running of all aspects of the Housing LIN. His role supports the delivery of our networked programmes and the development and maintenance of our new business initiatives and growing consultancy activities.



DAVID GRIFFITHS

David is the Housing LIN's Communications and Events Officer and is responsible for our internal and external communication channels, and providing support for regional events.



REUBEN HASTINGS

Reuben undertakes most of the Housing LIN's quantitative and qualitative research; from focus group analysis to number crunching with the LIN's own SHOP@ tool. He has experience of working on multiple projects for local authorities, housing associations and charities regarding older people's housing and supported housing services.



REGIONAL CHAIRS, LEADS AND ASSOCIATES

Thanks to all those who have supported our regional activities during the year and assisted our consultancy and influencing programmes; for example, work on dementia, SHOP and with NHS England.

Jean Bray, North West Regional Co-Lead

Sue Cawthray, Yorkshire and Humber Regional Lead

Steve Corbett, Previous East Midlands Regional Lead

Margaret Edwards, London Regional Lead

Dan Gaul, Eastern Regional Lead

Rowena Hindle, South West Regional Lead

Vicki Hiscocks, Housing LIN Cymru Lead

Nigel Holmes, South East Regional Lead

Philippa Hughes, North East Regional Co-Lead

Dawn Keightley, North East Regional Co-Lead

Viv Lyons, Dementia Co-Lead

Kurshida Mirza, Midlands Regional Lead

Libby Spencer, North West Regional Co-Lead

Wendy Wells, Dementia Co-Lead

Thank you for your support

We are immensely grateful to all those who sponsor the Housing LIN. Without your generous support we would not be able to publish an extensive range of free 'best in class' resources or curate the dedicated webpages or hold our free sector showcase events; and publish a weekly bulletin with latest news, views and resources on housing with care matters. And lastly, thanks to PRP and RLB for hosting us.

Annual Conference Sponsors



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